

[0077] FIG. 11B illustrates information 1150 generated pursuant to one selection. Recall that information is aggregated over a plurality of such selections. Recall further, from FIG. 6B, that such aggregated information may be stored in a data structure indexed by a document identifier and including {term/phrase,count} pairs. FIG. 11C illustrates aggregated information indexed by Web page URLS 1162 and including {term/phrase,count} pairs 1164. As shown, an entry for Web page 1120 is indexed by the URL ABC/D and includes the pairs {honda accord,180}, {accord,111}, {honda accord ex,50}, {Honda,27}, {ex,12}, {test drive,8} and {edmunds,2}. Note that although a phrase may occur in fewer queries, they may nonetheless be associated with more selections for a given document or Web page.

[0078] Finally, recall that such aggregated information may be used to suggest or populate ad targeting keywords, suggest or populate at least a part of ad creatives, etc. FIG. 11D illustrates ad information 1170, at least some of which may have been populated by aggregated selected document to query term/phrase associations. The landing page of the ad may be defined by document identifier (DOC_ID) ABC/D. As can be appreciated from FIGS. 11C and 11D, the ad targeting keywords, "honda accord," "accord," "honda accord ex," "honda," "ex," "test drive" and "edmunds" for the ad may have been determined from the aggregated text and phrase information.

[0079] In this example, the ad is a text ad and the ad information 1170 includes a three line ad creative. In this example, the first line of the ad creative may have been generated by a template "BUY {most popular term/phrase}," which, in this case, is "honda accord." Thus, the generated first line of the creative is "BUY HONDA ACCORD."

[0080] As can be appreciated from the foregoing example, an advertiser need only provide a landing page and targeting keywords and/or creative content may be generated automatically, or at least provided as suggestions for the advertiser's approval. Similarly, the advertiser could merely provide a domain or Website home page, and different ads corresponding to different Web pages of the domain may be generated.

§ 4.4 CONCLUSIONS

[0081] As can be appreciated from the foregoing disclosure, the present invention can be used to help advertisers easily generate effective targeted ad information such as ad targeting keywords and/or ad creative content. Further, the present invention can be used to help an advertiser having a Website with different Web pages selling different products or services to generate a number of different ads, each optimized to one of the different Web pages.

What is claimed is:

1. A method comprising:

- a) accepting a document identifier;
- b) using the accepted document identifier to obtain at least one of (A) one or more terms and (B) one or more phrases; and
- c) providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad, wherein the ad has a landing page document, and

wherein the landing page document corresponds to a document identified by the document identifier.

2. The method of claim 1 wherein the document is a Web page.

3. The method of claim 2 wherein the document identifier is a universal resource locator.

4. The method of claim 1 wherein the act of using the accepted document identifier to obtain at least one of (A) one or more terms and (B) one or more phrases uses information which stores aggregated associations of search query information to selected documents.

5. The method of claim 1 wherein the act of providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad includes populating keyword targeting information of the ad.

6. The method of claim 1 wherein the act of providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad includes suggesting keyword targeting information to an advertiser.

7. The method of claim 1 wherein the act of providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad includes populating at least some content of a creative of the ad.

8. The method of claim 1 wherein the act of providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad includes suggesting at least some content of a creative of the ad to an advertiser.

9. A method comprising:

- a) accepting a domain identifier;
- b) using the accepted domain identifier to obtain at least one of (A) one or more terms and (B) one or more phrases; and
- c) providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad, wherein the ad has a landing page document, and wherein the landing page document belongs to the domain identified by the domain identifier.

10. The method of claim 9 wherein the document is a Web page, and wherein the domain is a Website which includes the Web page.

11. The method of claim 10 wherein the domain identifier is a universal resource locator.

12. The method of claim 9 wherein the act of using the accepted domain identifier to obtain at least one of (A) one or more terms and (B) one or more phrases uses information which stores aggregated associations of search query information to domains including selected documents.

13. The method of claim 9 wherein the act of providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad includes populating keyword targeting information of the ad.

14. The method of claim 9 wherein the act of providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad includes suggesting keyword targeting information to an advertiser.

15. The method of claim 9 wherein the act of providing the obtained at least one of (A) one or more terms and (B) one or more phrases as ad information for an ad includes populating at least some content of a creative of the ad.

16. The method of claim 9 wherein the act of providing the obtained at least one of (A) one or more terms and (B)